

and promote the prosperity, economic well-being and general welfare of the State, and to preserve and enhance the natural scenic beauty of the highways and areas in the vicinity of the State highways and to promote the reasonable, orderly and effective display of such signs, displays and devices."

(1967, c. 1248, s.2.)

General Statute 136-130 authorizes the Board of Transportation to promulgate rules and regulations governing the erection and maintenance of outdoor advertising permitted by the Act.

APPLICATION

The "Outdoor Advertising Control Act" of 1967 applies only to outdoor advertising within 660 feet of the right of way of Interstate and Federal-aid Primary Highways. It regulates the erection and maintenance of outdoor advertising in zoned and unzoned commercial and industrial areas. It prohibits the erection of all outdoor advertising signs, except official and directional signs, in all other areas within 660 feet of the right of way of the Interstate and Federal-aid Primary Highway System.

The Act excludes from control and regulation the following outdoor advertising:

1. Outdoor advertising which advertises activities conducted on the property upon which it is located, or
2. Outdoor advertising which advertises the sale or lease of property upon which it is located.

It is the responsibility of the sign owner to insure that all outdoor advertising devices are erected and maintained as prescribed. Any person, firm, corporation, or association placing or erecting outdoor advertising along the Interstate or Federal-aid Primary System in violation of the Act and rules and regulations promulgated pursuant thereto shall be guilty of a misdemeanor.